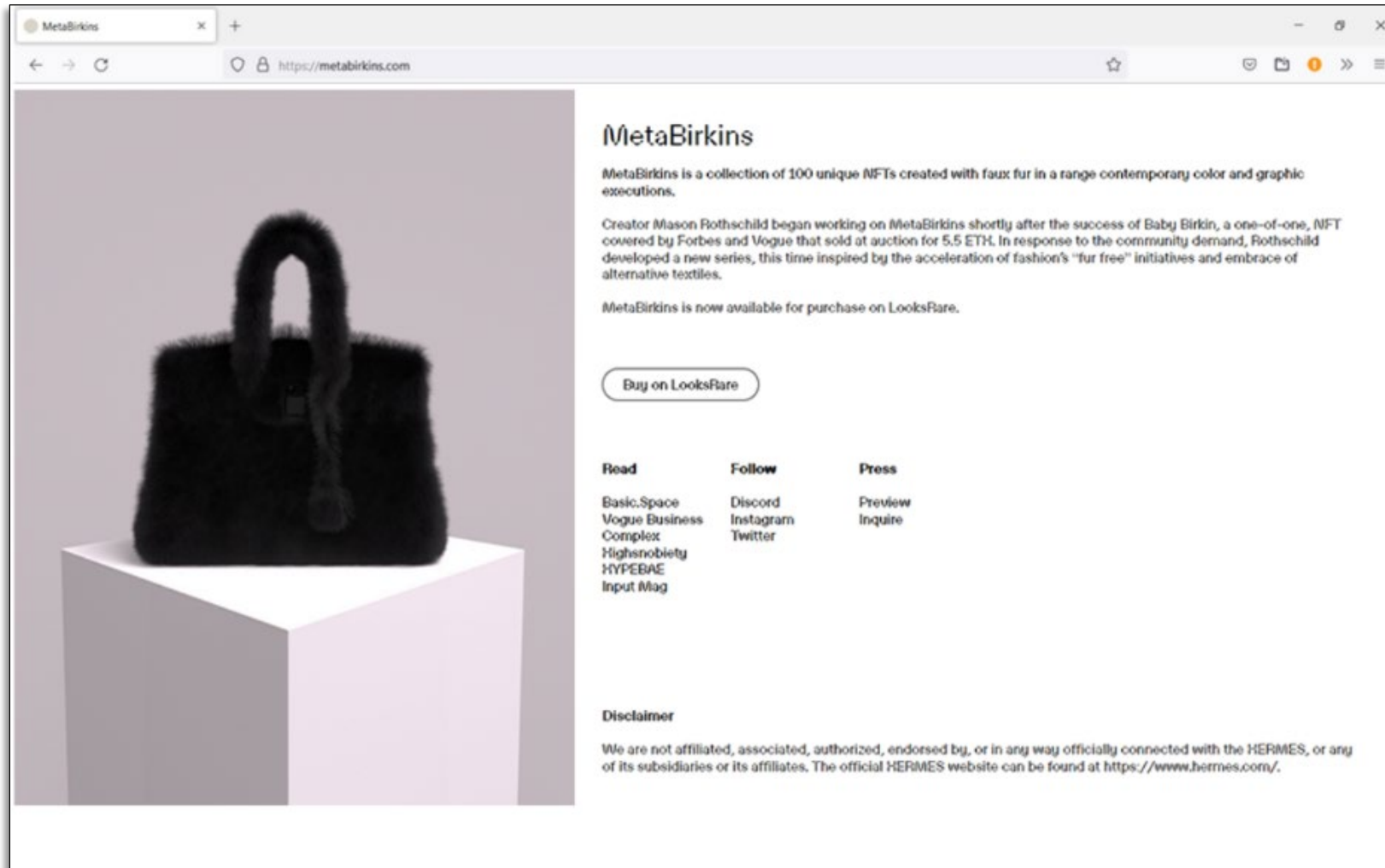


# **Exhibit 30**

# The Likelihood of Confusion Survey Measured the MetaBirkins Webpage



# The MetaBirkins Webpage Has Superimposed Words (1 of 2)



# The MetaBirkins Webpage Has Superimposed Words (2 of 2)

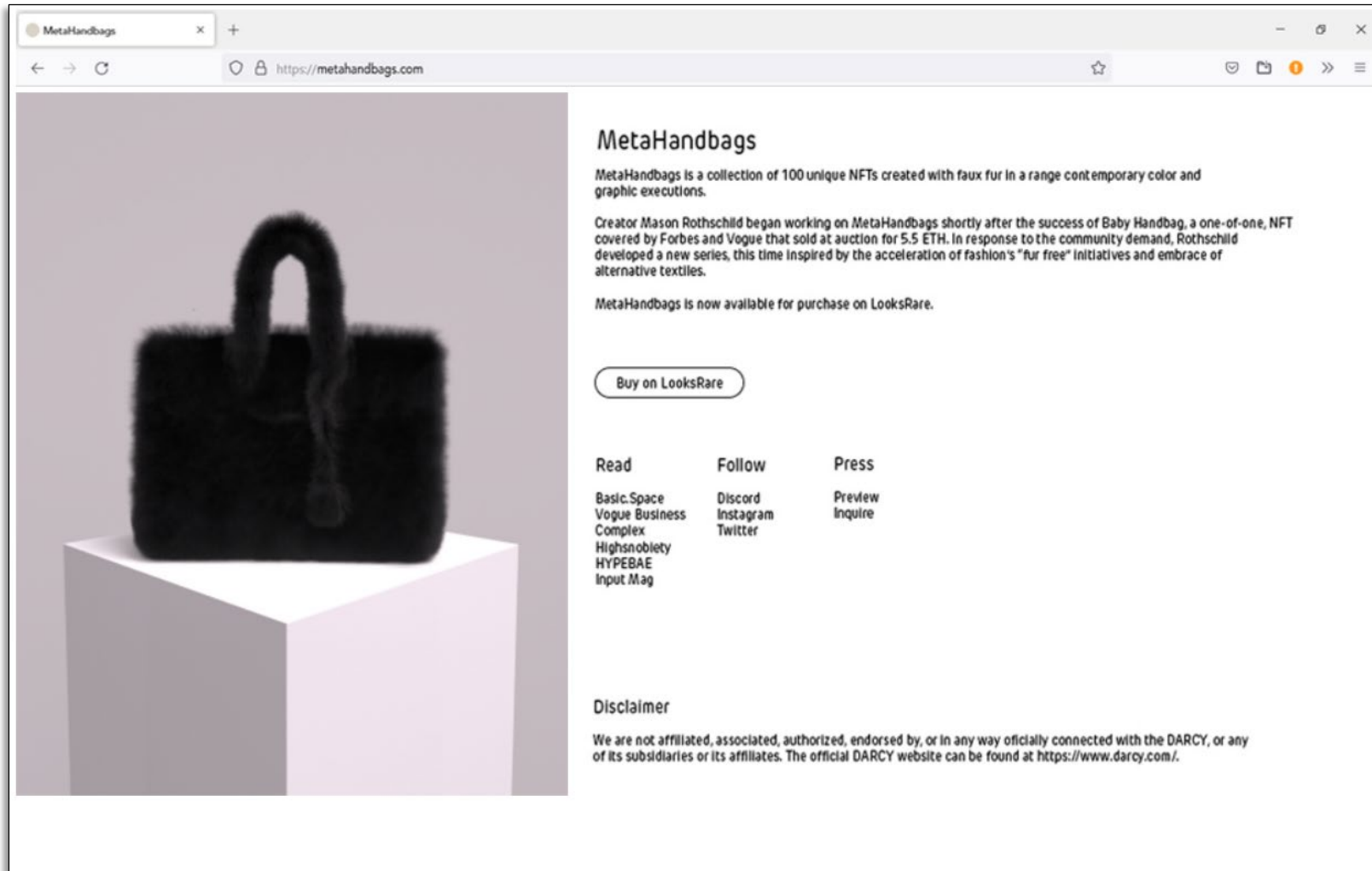


# Changes For the Control Version of the MetaBirkins Webpage

---

1. Changed “Birkin” to “Handbag”
2. Changed “MetaBirkins” to “MetaHandbags”
3. Changed “Hermès” to “Darcy”
4. Changed the shape of the handbags so they looked less like the shape of a Birkin bag:
  - Made the shape more square and less tapered on the sides, with a flatter top
  - Removed the padlock, and removed vertical metallic lines

# The Control Version of the MetaBirkins Webpage (1 of 3)



# The Control Version of the MetaBirkins Webpage (2 of 3)



# The Control Version of the MetaBirkins Webpage (3 of 3)





Case 1:22-cv-00364-JSR Document 168-80 Filed 03/03/23 Page 9 of 12

# Questions Asked to Measure Confusion (Company or Brand)

---

- Q.1** What company, companies, person, or people do you think makes or provides the items shown on the webpage?
- Q.2** What makes you think that? Please be as specific as possible.
- Q.3** Are you aware of any other brands or products made or provided by whoever makes or provides the items on the webpage?
- Q.4.** What other brands or products do you think are made or provided by whoever makes or provides the items shown on the webpage?
- Q.5.** What makes you think that? Please be as specific as possible.

Case 1:22-cv-00384-ISR Document 168-80 Filed 03/03/23 Page 10 of 12

## Questions Asked to Measure Confusion (Sponsorship, Authorization, or Approval)

---

**Q.6** Do you think that whoever makes or provides the items shown on the webpage...

**Is** sponsored, authorized, or approved by another company, person, or brand

**Is not** sponsored, authorized, or approved by another company, person, or brand

I don't know

**Q.7** What other company, person, or brand do you believe sponsors, authorizes, or approves whoever makes or provides the items shown on the webpage?

**Q.8** What makes you think that? Please be as specific as possible.

# Summary of Results From the Survey of NFT Purchasers

Likelihood of Confusion Between Metabirkins.com and Hermès or Birkin	Test Webpage	Control Webpage	Net Confusion
<b>Q.1</b> The company, companies, person, or people that make or provide the items on the webpage	17.5%	1.9%	
<b>Q.4</b> Any other brands or products that are made or provided by whoever makes or provides those items	4.1%	1.0%	
<b>Q.7</b> Any other company, person, or brand that sponsors, authorizes, or approves whoever makes or provides those items	0.0%	0.0%	
<b>Likelihood of Confusion (Questions 1, 4, and 7)</b>	<b>21.6%</b>	<b>2.9%</b>	<b>18.7%</b>

# Summary of Results From Handbag Purchasers

Likelihood of Confusion Between Metabirkins.com and Hermès or Birkin	Test Webpage	Control Webpage	Net Confusion
<b>Q.1</b> The company, companies, person, or people that make or provide the items on the webpage	15.3%	10.1%	
<b>Q.4</b> Any other brands or products that are made or provided by whoever makes or provides those items	2.4%	2.5%	
<b>Q.7</b> Any other company, person, or brand that sponsors, authorizes, or approves whoever makes or provides those items	1.2%	2.5%	
<b>Likelihood of Confusion (Questions 1, 4, and 7)</b>	<b>18.8%</b>	<b>15.2%</b>	<b>3.6%</b>